

**National Public Health Week 2006**  
**Designing Healthy Communities: Raising Healthy Kids**

**Clean Air: Smoke-free Communities**  
**Fact Sheet**

**Michigan Tobacco Facts**

- Tobacco use is the leading cause of preventable death and disease in the State of Michigan and in all Michigan counties.
- Tobacco use is linked to all leading causes of death, such as heart disease, cancer, stroke, chronic lower respiratory disease, and diabetes.
- Approximately 23.4% of adults smoke in Michigan, and 40% of these are young adults, ages 18 through 24. On average, adults who smoke cigarettes die 13-14 years earlier than nonsmokers.
- Approximately 23% of Michigan high school students smoke, and nearly 30,000 Michigan youth under the age of 18 become new daily smokers each year.
- Cigarette smoking results in 15,000 deaths each year in Michigan, and exposure to secondhand smoke results in approximately 2,500 deaths each year, resulting in over 17,000 deaths in Michigan each year caused by smoking.
- Exposure to secondhand smoke is the second leading cause of preventable death in Michigan. Children and adolescents exposed to secondhand smoke are at increased risk of asthma, ear infections, colds and pneumonia.
- Anywhere between 1,400 to 2,500 adults, children and babies in Michigan die each year from exposure to secondhand smoke.

**Burden of Tobacco Use in Michigan**

Tobacco use has overwhelmingly increased the cost of health care and insurance, devastating the health of Michigan's economy, as well as the health of Michigan citizens. Smoking-related health care expenditures in Michigan are estimated to be \$3.3 billion per year, and Michigan residents pay \$597 per household in taxes for these smoking-related health care costs.

Every pack of cigarettes sold in Michigan costs the state \$7.70 in health care costs and lost productivity among Michigan workers.

## **Increasing Access to Clean Air**

Policy and environmental changes have the potential to make living a tobacco-free lifestyle easier for Michigan communities and youth.

Examples of policy and environmental changes:

- Prohibiting tobacco use in recreational areas where youth and families play, such as parks, walking and biking trails, skate parks and skating rinks
- Prohibiting tobacco use in work sites and other public places where most adults work and in places where youth frequent, such as movie theatres, bowling alleys, and shopping malls
- Prohibiting tobacco use at all times in schools, on school property, and at all off-campus school-sponsored events

## **How can communities and schools play a role in decreasing tobacco use and exposure to secondhand smoke?**

An increase in smoke-free policies in work sites, schools, and other public places can encourage smokers to quit and reduce youth smoking rates. This change in smoking behavior occurs because increasing the number of smoke-free places decreases acceptability of smoking among youth. Increasing smoke-free policies in the community can also change the perceived social norm about smoking among youth - most youth think that most people smoke – but only 23% of Michigan adults and 23% of Michigan youth smoke compared to over 70% who do not smoke. Changing the social norm about smoking among youth can actually prevent youth from starting to smoke.

Communities can play a significant role in decreasing tobacco use and secondhand smoke exposure among Michigan residents by increasing smoke-free environments where adults and youth work and play, such as work sites, parks and recreational areas, and other public places. Also, communities can increase the number of services available to help Michigan youth, adults and seniors to quit smoking.

Youth spend most of their day at school, and schools can play an important role in protecting children and adolescents from the harmful effects of secondhand smoke by adopting and implementing 24/7 tobacco-free school policies. These policies prohibit tobacco use 24-hours-a-day/seven-days-a-week in school buildings, school property, and at off-campus school sponsored events, such as athletic events.

Local surveys from various Michigan counties have demonstrated that the majority of Michigan residents are in favor of smoke-free environments in work sites and other public places. Involvement from all Michigan communities to increase access to smoking cessation services among residents and to reduce exposure to secondhand smoke can greatly improve the health of all Michigan residents.

## **Where can I start?**

Resources from Michigan Health Tools: A gateway to better health in Michigan.

To find out what the community wants or needs in terms of decreasing exposure to secondhand smoke and services to help smokers quit, start by completing an assessment to determine the status of smoke-free policies among local community venues. Be sure to complete this assessment with other community partners or other members of your coalition.

**Smoke-Free Community Assessment Tool:** Use the Smoke-Free Community Assessment Tool (SFCAT) located at [www.mihealthtools.org](http://www.mihealthtools.org) to find out the smoke-free policy status of your community - in different municipalities, worksites, restaurants, schools, and college campuses - and to explore services in your community to assist residents to quit smoking. The website also includes resources to help increase the number of smoke-free environments (thereby reducing and eliminating residents' exposure to secondhand smoke) and to help increase the availability of local services to help residents quit.

## **Community Partnerships**

A community assessment is a powerful tool in identifying policy and environmental changes that are needed to help community members live a healthier lifestyle, such as by reducing their exposure to secondhand smoke and assistance for quitting tobacco use. However, to gain the full potential from the tool, the assessment needs to be completed by the community since the creating policy and environmental change will require efforts by the community, rather than an individual. Below are some resources for coalition building, community organization and community health planning.

***From The Ground Up! A Workbook on Coalition Building and Community Development.***  
Gillian Kaye and Tom Wolff, editors

**Community Tool Box, University of Kansas.**  
<http://ctb.ku.edu/index.jsp>

**Midwest Academy**  
[www.midwestacademy.com](http://www.midwestacademy.com)

The Midwest Academy offers on site training and consulting as well as five day training sessions for leaders and staff of citizen and community groups. We specialize in Board and Leadership Development, Strategic Planning and Coalition Building. The Academy is one of the nation's oldest and best known schools for community organizations, citizen organizations and individuals committed to progressive social change.

**Prevention Institute**  
[www.preventioninstitute.org](http://www.preventioninstitute.org)

Prevention Institute is a non-profit national center dedicated to improving community health and well-being by building momentum for effective primary prevention.

**Healthy People 2010 Toolkit: A Field Guide to Health Planning. Public Health Foundation.**  
<http://www.healthypeople.gov/state/toolkit/default.htm>

## **Additional Resources for Policy and Environmental Change**

### **Michigan Department of Community Health Clean Indoor Air Regulation Toolkit**

[www.tcsq.org/sfelp/home.htm](http://www.tcsq.org/sfelp/home.htm) - Click on "Clean Indoor Air Regulation Toolkit"

This toolkit is to assist communities in assessing community readiness to pass a smoke-free work site and public places regulation or ordinance, and with the step-by-step planning and implementation process, including assessment and planning of local tobacco cessation services.

### **American Heart Association**

1-800-AHA-USA1

<http://www.americanheart.org/>

The American Heart Association (AHA) provides advocacy, research, education, and other resources to reduce tobacco use and other risk factors for heart disease.

### **Campaign for Tobacco-Free Kids**

(202) 296-5469

[www.tobaccofreekids.org](http://www.tobaccofreekids.org)

This site offers recent tobacco news, advocacy activities, media advocacy information, including sample press releases and letters to the editor, fact sheets, research reports, and data.

### **Centers for Disease Control and Prevention (CDC) Office on Smoking and Health**

1-800-CDC-1311

[www.cdc.gov/nccdphp/dash](http://www.cdc.gov/nccdphp/dash)

This site includes numerous tobacco-related facts sheets and reports, including the Surgeon General's reports, research and data, quit smoking information, and media, program, and publication resources.

### **CDC Online Toolkit - Taking Action Against Secondhand Smoke**

[www.cdc.gov/tobacco/ETS\\_Toolkit/index.htm](http://www.cdc.gov/tobacco/ETS_Toolkit/index.htm)

This toolkit provides the tools needed for people with various levels of advocacy experience to take action to reduce secondhand smoke in their community.

### **Smoke-free Environments Law Project**

(734) 665-1126

[www.tcsq.org/sfelp/home.htm](http://www.tcsq.org/sfelp/home.htm) The Smoke-Free Environments Law Project (SFELP) is a statewide project which provides information, consultation and advice for businesses, local units of government, and individuals in Michigan on policies and practices to protect employees and the general public from the harmful effects of environmental tobacco smoke (ETS) and to address the legal requirements and liability issues related to ETS.

### **Tobacco Technical Assistance Consortium**

[www.ttac.org](http://www.ttac.org)

The Tobacco Technical Assistance Consortium (TTAC) is an independent, nonprofit organization dedicated to assisting community, state, and national organizations in building and growing highly effective tobacco control programs. The organization offers several resources for coalitions and communities working in tobacco control.

## **Resources to Help Community Members to Quit Smoking**

### **MDCH Clearinghouse - Tobacco Section**

1-800-353-8227

[www.hpclearinghouse.org/tobacco/intobacco.html](http://www.hpclearinghouse.org/tobacco/intobacco.html)

The MDCH Clearinghouse has numerous free tobacco-related materials that can be ordered online. These materials include quit kits, tobacco-free schools planning guides, brochures on tobacco-related illness, such as asthma and secondhand smoke, smoking around children, posters, and other educational and promotional items.

### **"I Can Quit" Michigan Cessation Hotline**

1-800-480-7848

This quit line offers free and personalized tobacco cessation counseling to all Michigan residents and a free two month supply of nicotine replacement therapy for those who qualify. Michigan residents can also request information about the quit line at

<https://www.healthcoach.org/inquire/enroll.php?sponsor=stateofmichiganquitline>, and a health coach will contact them by phone within 2 business days.

### **American Cancer Society**

1-800-ACS-2345

[www.cancer.org](http://www.cancer.org)

The American Cancer Society (ACS) provides advocacy, research, education, and service to eliminate cancer, including tobacco-related cancers. This agency organizes the Great American Smokeout each November. A resource available from ACS is *Communities of Excellence in Tobacco Control - A Community Planning Guide*. Contact ACS for more information about how you can use this guide.

### **American Lung Association**

1-800-Lung-USA

[www.lungusa.org](http://www.lungusa.org)

The American Lung Association (ALA) provides advocacy, cessation programming and training for youth and adults, school- and community-based prevention programming, research, and services to fight lung disease, including tobacco-related lung diseases, such as lung cancer, emphysema, and chronic lower respiratory diseases.

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